CITY OF CORALVILLE
MASTER PLAN-SOUTHEAST COMMERCIAL AREA 2017

"AN INTERNATIONAL VILLAGE"
PLANNING DESIGN

Prepared for the City of Coralville, Iowa
Master Plan – Southeast Commercial Area
By Brockway Land Planning Associates – 01.11.17
City of Coralville Master Plan – Southeast Commercial Area

I. Design Challenge:
   To create a dynamic development community which capitalizes on site attributes and is recognized as a premier destination attraction and a great place to live, work, and play.

II. Design Solution:
   The 17-acre site possesses rare and distinctive attributes in relation to location, prominence, and an international cultural heritage and presence. Population estimates of 4,000 within walking distance, combined with a planned residential populace of over 1,000, provide viable market support for a host of business opportunities.

   Bike trail and rail connections including University of Iowa Campus facilities adjacent to the east and south, provide additional innate market opportunities unique to the site. Furthermore, traffic counts in excess of 100,000 TPD at the adjacent intersection represent market support unparalleled in the region.

   The Master Plan design capitalizes on these unique opportunities proposing a mixed-use development supporting an eclectic mix of international restaurants, businesses, and “Village” populace. A focal hotel and retirement village is included.

   Architectural and site design features emphasize an “Old World” feel with narrow streets and walkways, pedestrian connections, plaza and courtyard areas, and a mixed-use nature of buildings, having commercial 1st floor/2nd floor use with residential uses above, each offering balconies and inviting views of festive activities below.

   An East Village pedestrian courtyard theme restricts vehicular access and surface parking incorporating enticing covered entrance walkways to rear business courtyard and seating areas.

   The West Village includes an expansive “Central Green” area with a center elevated stage used for scheduled musical, theatrical, and seasonal events and performances.

   Sight lines throughout the site include the prominent visual sight line from the main entrance on 2nd Street/Highway 6 through the narrowed streetscape to the focal colonnade and rail station on the south. Building heights and architectural styles vary throughout capturing the cultural variations found in this “International Village” setting.

   Brockway Land Planning Associates is proud to be part of this unique and rare development opportunity. We believe a cooperative and solution oriented approach to the development challenges that exist can and will result in a signature development reflective of other notable projects of today.
III. Development Opportunities:

The project embodies site specific opportunities, which if capitalized upon, will significantly enhance the overall quality and character of the development. The following project components should be fully considered:

1. Pedestrian Connections. Walkway and trail connections should be considered to the Old Town neighborhood to the north, Hawkeye Court to the south, and University of Iowa facilities to the east and southwest. A bridge crossing at Clear Creek to the north, a railroad underpass to the south, and a cantilevered trail crossing of 1st Avenue on the railroad bridge to the east, should each be considered.

2. Rail Station. A commuter rail station and daily rail service should be considered immediately south of the focal colonnade to provide enhanced accessibility, reduced vehicular traffic, and create an elevated “International Village” feel to the development. This rail service could be established as a “CAMBUS” like service on rail minimizing the complexity and cost associated with traditional commuter rail service.

3. Cultural Presence & Diversity. As a premier destination attraction, an eclectic mix of international restaurants and businesses should be sought. Housing opportunities within the development should capitalize on the cultural diversity and presence in the Iowa City area and the cultural heritage of the University of Iowa housing immediately to the south. Such efforts will further strengthen the “International Village” character of the development community.

IV. Development Challenges:

As with all projects, the site presents specific challenges that must be addressed. The following are key elements that require a cooperative and solution oriented approach to resolve:

1. Flood Plain. Due to existing elevations present within the approximate 17 acre site, flood proofing will be required to meet the City and State Flood Plain requirements. First floor areas can be elevated above regulatory elevations through structural methods as well as by using standard fill. This can include half-story parking below buildings elevating first floors well above regulatory elevations. A flood plain management plan should be completed by the development engineer, reviewed and approved by the City Engineer, prior to any development on-site.

2. MidAmerican Overhead Power Lines. Overhead power transmission lines bisect the site along 1st Street and extend northeast to 2nd Street and southwest to the railroad tracks. A cooperative effort between MidAmerican Energy and the development interest should be sought to relocate and/or place all lines underground.

3. Major Capital Projects. As previously described, pedestrian bridge crossings to the north and east, and the railroad underpass to the south, represent capital projects that will require resolution. Additionally, a creative and cooperative approach to establishing a rail station and daily rail service on the south should be considered. Various interests, including Iowa Interstate Railroad, University of Iowa and University of Iowa Hospitals and Clinics, and the City and State could be united in consideration of this project component.
MASTER PLAN
SOUTHEAST COMMERCIAL AREA
SIGHT LINES & PEDESTRIAN MOVEMENT
V. **Project Implementation:**

Due to the scope and scale of the Project, a detailed implementation schedule should be prepared. The schedule should address various project components, responsible parties, time line, and funding expectations.

Various project interests, including but not limited to, property owners, development interest, & City representatives, should be brought together to outline the approach to achieving the “Master Plan” framework.

Minimum Development Standards should be outlined to ensure that all parties are clear on the overall quality and character required. Architectural standards should be considered to ensure consistency and compatibility of the projects visual and structural look. Changes to the Plan should be anticipated, however, such changes should be carefully evaluated to ensure that such changes do not compromise the “Master Plan” framework, including the overall objective of establishing a premier destination attraction in the region.

Flood Plain issues, as previously stated, will require a coordinated effort by the development interest and the City to ensure future flooding concerns are mitigated. A detailed flood plain study should be initiated by the development interest prior to any development taking place within the Southeast Commercial Area.

This study will require review and approval by the City Engineer to further ensure compliance to all local, state, and federal flood plain regulations.

Lastly, Project phasing should be included in the implementation schedule to clarify to all parties the timing and expectations of the Project from start to completion. The Project Phasing Schedule will help to clarify which properties will be first to develop, associated required site and infrastructure improvements, and coordination and public awareness of public concerns such as mail delivery, business operations, traffic flow/closures, etc..

Pursuing any and all private and public funding assistance for various project components should as well be identified and pursued.